

WHAT IS CLAIMED IS:

1. A decision analysis system, comprising:
a demand component comprising at least one demand-oriented, values-based
decision analysis component; and
5 a supply component comprising at least one supply-oriented, values-based
decision analysis component.

2. The system of claim 1, wherein the at least one demand-oriented, values-
based decision analysis component, and the at least one supply-oriented, values-based
10 decision analysis component each comprises at least one object-oriented analytical model.

3. The system of claim 2, wherein each object-oriented analytical model is
adapted to utilize information received by other object-oriented analytical models.

4. The system of claim 1, wherein the at least one demand-oriented, values-
based decision analysis component comprises a buy component for assisting a customer in
15 choosing a product among a plurality of product.

5. The system of claim 4, wherein the buy component comprises an object-
20 oriented analytical model.

6. The system of claim 1, wherein the at least one demand-oriented, values-based decision analysis component comprises a sell component for assisting a user in offering products to customers.

5 7. The system of claim 6, wherein the sell component comprises an object-oriented analytical model.

8. The system of claim 1, wherein the at least one demand-oriented, values-based decision analysis component comprises a buy component and a sell component.

10 9. The system of claim 8, wherein the buy component and the sell component each comprise an object-oriented analytical model.

15 10. The system of claim 1, wherein the at least one supply-oriented, values-based decision analysis component comprises a build component for assisting a user in determining products to offer.

11. The system of claim 10, wherein the build component comprises an object-oriented analytical model.

20

12. The system of claim 1, wherein information gathered by the demand component is utilized by the supply component, and information gathered by the supply component is utilized by the demand component.

5 13. A values-based decision analysis component for assisting a customer in choosing a product among a plurality of products, comprising:

a plurality of inputs; and

an object-oriented analytical model that determines a customer value proposition based on the plurality of inputs.

10 14. The system of claim 13, wherein the plurality of inputs comprises:

customer information;

customer beliefs; and

customer values.

15 15. The system of claim 14, wherein the customer beliefs comprise an understanding by the customer regarding an expected use of the product.

16. The system of claim 15, wherein the customer beliefs are based at least in
20 part on information about products in use.

17. The system of claim 16, wherein information about products in use comprises data related to the plurality of products.

18. The system of claim 14, wherein customer information comprises
5 information regarding at least one personal characteristic of the customer, information regarding needs of the customer and information regarding likely use of the product by the customer.

19. The system of claim 14, wherein customer values comprise:
10 objects of value belonging to the customer; and
a relative importance assigned to each of the objects of value by the customer.

20. The system of claim 19, wherein the objects of value are defined by
15 objectives of the customer.

21. The system of claim 14, wherein the customer value proposition comprises a comparison of the plurality of products based on customer values.

20 22. The system of claim 13, wherein each of the plurality of inputs comprises a probability distribution.

23. The system of claim 22, wherein each probability distribution is expressed as a mathematical expression, a discrete number of points or a single point.

5 24. The system of claim 13, wherein the customer value proposition comprises at least one graphical output.

25. The system of claim 24, wherein the at least one graphical output comprises at least one of a components of value chart, a tornado chart and a risk profile graph.

10 26. A values-based decision analysis component for assisting a user in selling products to customers, comprising:

a plurality of inputs; and

an object-oriented analytical model that determines a sell proposition based

15 on the plurality of inputs.

27. The system of claim 26, wherein the plurality of inputs comprises:

a company value proposition; and

a customer value proposition.

20 28. The system of claim 27, wherein the customer value proposition comprises a comparison of the products based on customer values.

29. The system of claim 28, wherein customer values comprise:
objects of value belonging to the customer; and
a relative importance assigned to each of the objects of value by the
5 customer.

30. The system of claim 29, wherein the objects of value are defined by
objectives of the customer.

31. The system of claim 27, wherein the company value proposition is based at
least on company beliefs, aggregated customer values and information about products in
use.

32. The system of claim 31, wherein the company beliefs comprise:
information regarding resources required to offer each of the products; and
information regarding potential revenues from each of the products.

33. The system of claim 31, wherein aggregated customer values comprise:
objects of value belonging to prior customers accumulated over time; and
a relative importance assigned to each of the objects of value by each prior
customer.

34. The system of claim 33, wherein the objects of value belonging to each prior customer are defined by objectives of the prior customer.

5 35. The system of claim 31, wherein information about products in use comprises data related to the products.

36. The system of claim 26, wherein each of the plurality of inputs comprises a probability distribution.

10 37. The system of claim 36, wherein each probability distribution is expressed as a mathematical expression, a discrete number of points or a single point.

15 38. The system of claim 26, wherein the sell proposition comprises at least one graphical output.

39. The system of claim 38, wherein the at least one graphical output comprises a presentation of value propositions.

20 40. A values-based decision analysis component for assisting a user in determining what products to offer, comprising:

a plurality of inputs; and

an object-oriented analytical model that determines a company value proposition based on the plurality of inputs.

- 5 41. The system of claim 40, wherein the plurality of inputs comprises:
- aggregated customer values;
- customer beliefs; and
- information about products in use.
- 10 42. The system of claim 41, wherein the company beliefs comprise:
- information regarding resources required to offer each of the products; and
- information regarding potential revenues from each of the products.
- 15 43. The system of claim 41, wherein aggregated customer values comprise:
- objects of value belonging to each prior customer; and
- a relative importance assigned to each of the objects of value by each prior customer.
- 20 44. The system of claim 43, wherein the objects of value belonging to each prior customer are defined by objectives of the prior customer.

45. The system of claim 41, wherein information about products in use comprises data related to the products.

46. The system of claim 40, wherein each of the plurality of inputs comprises a
5 probability distribution.

47. The system of claim 46, wherein each probability distribution is expressed as a mathematical expression, a discrete number of points or a single point.

48. The system of claim 40, wherein the company value proposition comprises at
10 least one graphical output.

49. The system of claim 48, wherein the at least one graphical output comprises at least one of a components of value chart, a tornado chart and a risk profile graph.

50. An integrated values-based build-to-buy decision analysis system,
15 comprising:

a first object-oriented analytical model that determines a customer value proposition based on a first plurality of inputs;

20 a second object-oriented analytical model that determines a sell proposition based on a second plurality of inputs; and

a third object-oriented analytical model that determines a company value proposition based on a third plurality of inputs.

51. The system of claim 50, wherein the first plurality of inputs comprise:

5 customer information;
customer beliefs; and
customer values.

52. The system of claim 50, wherein the second plurality of inputs comprise:

10 the company value proposition; and
the customer value proposition.

53. The system of claim 50, wherein the third plurality of inputs comprise:

15 aggregated customer values;
customer beliefs; and
information about products in use.

54. A method of assisting a customer in choosing a product among a plurality of products, comprising the steps of:

20 gathering information about the customer;
determining customer values;

determining customer beliefs based on information gathered about the customer;

presenting information about products in use to the customer;

determining a customer value proposition based on the information gathered
5 from the customer, the customer values determined and the customer beliefs determined;
and

presenting the customer value proposition to the customer.

55. The method of claim 54, further comprising the steps of:
10 monitoring the customer; and
determining if a product previously chosen by the customer continues to
maximize customer value.

56. The method of claim 55, further comprising the step of contacting the
15 customer if a product with greater customer value than a previously chosen product
becomes available.

57. The method of claim 54, wherein the step of presenting the customer value
proposition to the customer comprises presenting the customer with at least one graphical
20 representation.

58. The method of claim 57, wherein the at least one graphical representation comprises at least one of a components of value chart, a tornado chart and a risk profile graph.

5 59. The method of claim 54, wherein the customer values are determined by querying the customer.

60. The method of claim 59, wherein the customer values determined comprise:
objects of value belonging to the customer; and
10 a relative importance assigned to each of the objects of value by the customer.

61. A method of assisting a user in selling products to a customer, comprising the steps of:

15 accessing a company value proposition and a customer value proposition;
interacting with the customer to determine which of the products will provide a higher value to the customer, the user, or both the customer and the user;

determining a sell proposition based on the company value proposition, customer value proposition and the interaction with the customer; and

20 using the sell proposition to assist the customer in choosing a product.

62. The method of claim 61, further comprising the steps of:
monitoring the customer; and
determining if a product previously chosen by the customer continues to
maximize customer value.

5

63. The method of claim 62, further comprising the step of contacting the
customer if a product with greater customer value than a previously chosen product
becomes available.

64. A method of assisting a user in determining what products to offer,
comprising the steps of:

predicting demand for at least one product based on aggregated customer
values and demographic data;

defining potential products to offer based on the predicted demand;

determining attributes of value for each potential product;

determining company beliefs about the potential products;

determining a company value proposition based on the predicted demand and
company beliefs;

presenting the company value proposition to the user;

choosing a product to offer based on the company value proposition.

65. The method of claim 64, further comprising the step of monitoring the product chosen.

66. The method of claim 65, wherein the monitoring step comprises tracking sales data for the chosen product.

67. The method of claim 64, wherein the step of presenting the company value proposition to the user comprises presenting the user with at least one graphical representation.

68. The method of claim 67, wherein the at least one graphical representation comprises at least one of a components of value chart, a tornado chart and a risk profile graph.

00706097-110300

15

20